

CHAMPIONS CHATTER



SECOND QUARTER, 2008

The Growth of an Anti-Drug Coalition: Clinton County Prevention Network

By

Brandi Stephens, Adanta Regional Prevention Center



Pictured: Tyonia Sinclair, Coalition Co-Chair, Frank Butler, Coalition Co-Chair, Amanda England, Chair, KY-ASAP Local Board, Sherri Estes, Adanta RPC Director and Junior Cecil, SPF SIG Coordinator

What makes a successful anti-drug coalition? If you ask the Clinton County Prevention Network members they would tell you that great people are the most important component. It's true that a coalition is only successful if the members are dedicated and determined to make a change. Change is just what Clinton County is seeking.

In 1999, the county received federal funding through a Drug-free Communities grant to address substance abuse prevention, thus building the infrastructure for a successful community approach. A coalition was built from the ground up with folks volunteering from all sectors of the community to be a part of the initiative. Through the years, the coalition has grown and evolved into a community resource that is recognized for leading the way toward a better, safer place for children to grow up.

Additional prevention funding has been awarded to the county including Champions funding beginning in 2001, a grant to address underage drinking among high school students—think Don't Drink Program, a local KY-ASAP Board was formed in 2003, a Strategic prevention Framework State Incentive Grant was awarded in 2005 to focus on diverted prescription drugs and most recently Clinton County Schools received a federal grant to address "Safe Schools and Healthy Students" which has a drug prevention component.

Collaboration of these community groups has led to the braiding of funding streams so that all groups are more resourceful and have a larger pool of volunteers. This leads to the continuation of programming due to more funding available and also bigger results with more people affected. The cohesiveness of the community continues to be the driving force behind successful prevention efforts.

One major accomplishment this year was the passing of a social host ordinance (continued next page)

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by the Clinton County Fiscal Court. The effort was led by the Think Don't Drink program and the coalition. Before the passing of the ordinance, the group partnered with the Alcohol Prevention Enhancement Site to host a community briefing. With this, the group provided a platform to discuss how the ordinance would affect the county. Key leaders were called upon to answer questions regarding the ordinance and its enforcement by local law enforcement and the judicial system. This fall, the coalition will be conducting a survey to gauge the community's perception of how effective the ordinance has been in changing community norms.

Another successful initiative led by the coalition is the establishment of a parent support group. The support group offers parents a chance to network with one another and to learn parenting techniques, substance abuse information and how to talk with their children about unhealthy behaviors. As parents interact and learn, their children participate in safe, structured activities. The county's groups work together to provide funding for parenting materials, curricula, refreshments and activities for the children.

These two initiatives mentioned are just a small representation of the efforts led by the coalition. As the community becomes more informed of the substance abuse issues at hand, the coalition will continue to focus on changing behaviors through proven strategies. The goal for the next fiscal year is to educate parents, caregivers and guardians. The coalition is planning to work with local churches and businesses to reach the adult population. The message will be simple: Here's the problem, here's how you can help.

So...how is prevention working in Clinton County? Survey results reflect that behaviors are being changed. It may be baby steps, but with the community's support and involvement, Clinton County will succeed in changing community norms and raising a healthier generation.

WE HAVE MOVED



Champions for a Drug-Free Kentucky is now located in the Grants Management Branch Office, Justice and Public Safety Cabinet. We did not go far! We are still on the same floor in the same building at 125 Holmes Street, Frankfort, Kentucky 40601. The telephone number and email address remain the same:

502-564-8294

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<http://www.justice.ky.gov/departments/gmb/>

Alcopops: Not Your Grandma's Lemonade Reprint from *Parent Notes*: Boyd and Greenup County Champions

Enjoying a cold glass of lemonade during the hot summer months has become a lost past-time by a growing number of teens, who are downing new alcoholic forms of the summertime beverage. Lemonade joins a host of other sweet drinks, such as teas and colas that are being mixed with alcohol in a popular drinking trend---Alcopops.

Alcopops are sweet, sugary alcoholic drinks, which include various fruit juices or other flavorings that have been added to enhance the flavor of the drink to appeal to teens. Alcopops are also called flavored malt beverages, clear malts, malt alternatives, or RTDs ("ready to drink"). With unique colors and enticing names,



Since Alcopops are grouped with beer instead of liquor, this opens the door to easier advertising for the alcohol industry. Because they are technically beer, they can be advertised on network TV, which means millions of viewers, including teens are being exposed to numerous logos and brand names advertising liquor.

Underage drinking can have serious consequences and you can protect your youth from these risks by, "Start Talking Before They Start Drinking." Society gives youth mixed messages about alcohol. Make sure your youth receives their information from the best resource---*you*.

Before You Risk It

Know the law. It is illegal to buy or possess alcohol if you are under 21.

Get the facts. One drink can make you fail a breath test. In some states, people under the age of 21 who are found to have any amount of alcohol in their systems can lose their driver's license, be subject to a heavy fine, or have their car permanently taken away.

Stay informed. All drinking is harmful for teens because their brains are still developing throughout adolescence and well into young adulthood. Drinking during this critical developmental period can lead to lifelong impairments in brain function, particularly as it relates to memory, motor skills, and coordination.

Know the risks. Mixing alcohol with medications or illicit drugs is extremely dangerous and can lead to accidental death. For example, alcohol-medication interactions may be a factor in at least 25 percent of emergency room admissions.

Look around you. Most teens aren't drinking alcohol. According to a national 2006 study, 65% of 12th graders and 83% of 8th graders chose NOT to drink in the past 30 days.

HIGHLIGHTS FROM CHAMPIONS FOR A DRUG-FREE KENTUCKY COALITIONS

Finding Out What Adults Think

By

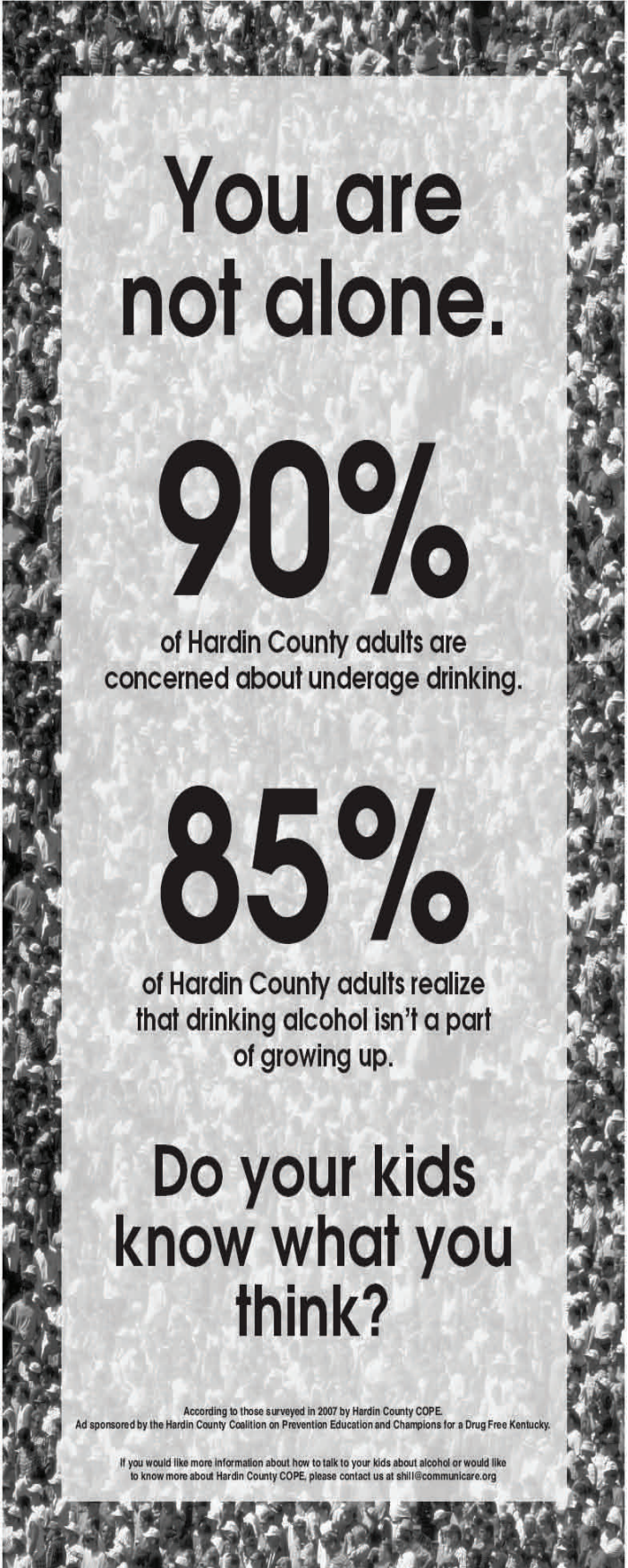
Stephen Hill, Communicare RPC

The mission of the Hardin County Coalition on Prevention Education (COPE) is to reduce community-wide alcohol and drug use through culturally competent and effective prevention strategies. Since its formation in September 2004, the coalition has endeavored to foster a safe and drug-free environment for residents of Hardin County. COPE is very fortunate to have representation from several vital agencies including Hardin County Schools, Ft. Knox Schools, Lincoln Trail Health Department, Radcliff Police Department, Kentucky State Police, Lincoln Trail Behavioral System, Big Brothers Big Sisters, Hardin County Adolescent Services, Sunrise Children Services and Communicare Regional Prevention Center.

COPE has chosen to focus its efforts on reducing underage drinking throughout the community. This focus was determined primarily through examination of data provided by the KIP surveys. The KIP survey told us that underage drinking was a problem area in our community. Based on this information, COPE conducted many activities to address this problem. COPE is actively involved in a mass media counter advertising campaign, provided support to the Radcliff Police Department in its efforts to reduce drinking and driving and the serving of alcohol to minors in local restaurants, supports alternative activities for teens, and provides funding for trainings to help build the capacity of our members to address underage drinking.

Even with those efforts taking place, the coalition decided it wanted to do more assessment to determine how the coalition could best serve Hardin County. The coalition found that there was a gap in information with regards to available data about what the adults in the community think about teen alcohol use. With this gap in mind, the coalition set out to conduct a survey of Hardin County adults to assess their attitudes about underage drinking.

In 2007 Cope sent out the Hardin County Adult Alcohol attitudes survey. The survey was created with help from Laura Nagle of the Bluegrass RPC who provided a copy of a survey used in Owen County that served as a template for COPE. Many of the questions were designed (continued next page)



**You are
not alone.**

90%

of Hardin County adults are
concerned about underage drinking.

85%

of Hardin County adults realize
that drinking alcohol isn't a part
of growing up.

**Do your kids
know what you
think?**

According to those surveyed in 2007 by Hardin County COPE.
Ad sponsored by the Hardin County Coalition on Prevention Education and Champions for a Drug Free Kentucky.

If you would like more information about how to talk to your kids about alcohol or would like
to know more about Hardin County COPE, please contact us at shill@communicare.org

HIGHLIGHTS FROM CHAMPIONS FOR A DRUG-FREE KENTUCKY COALITIONS

Finding Out What Adults Think, continued

to be very similar to questions on the KIP survey so the results could be compared and contrasted. Collection occurred from March to November via a mass email sent out to the staff of Communicare, a local community mental health center, a mass email sent out to the staff of the Hardin County School System, handed out at a local festival, and through a mass mailing to the parents of all Hardin County High School freshmen. All of the collection work was done by members of the Coalition On Strategic Prevention Framework State Incentive Mini-grant program.

Altogether, 509 surveys were returned and completed. The sample of the survey is considered a convenience sample rather than a randomized sample. Results were tabulated and a report was compiled by Liberty Day Ruibley, Alcohol Prevention Enhancement Site Coordinator.

The survey provided some great information about what the respondents thought about underage drinking in this community and provides an invaluable resource to the coalition in its future prevention efforts. For instance, 30% of respondents indicated that they know of parents/adults who host parties where alcohol is served or made available to youth. This data could certainly be used by the coalition as a stepping stone to a social host ordinance proposal. That information is especially relevant when you consider that 95% of respondents agree with the following statement: It is important for law enforcement to enforce underage drinking laws."

Two essential and very encouraging statistics gathered from the survey were that 85% of the respondents do not believe that drinking alcohol is a part of growing up and that 90% are concerned about underage drinking. The coalition agreed that this vital information needed to get out to the community as a whole as soon as possible. In conjunction with the SPF/SIG project, the coalition embarked on a social norming campaign revolving around this data. A full-page ad was taken out in the Elizabethtown and Ft. Knox newspapers. The coalition also created ads to be run on Comcast Cable throughout Hardin County. Our message is now being played on ESPN, Lifetime, USA, TNT, MTV, and others.

That information is especially relevant when you consider that 95% of respondents agree with the following statement: "It is important for law enforcement to

The coalition plans to continue the new social norming campaign throughout the next fiscal year. In fact, several steps have already been taken to begin a similar process in at least two of the area's five high schools. COPE plans to gather additional information by conducting a random survey of the population in the future and to continue to work on its mission of reducing alcohol and drug use in Hardin County.

To learn more about the Hardin County Coalition on Prevention Education or our survey and results please contact Stephen Hill at shill@communicare.org or 270-765-5992 ext. 1402.



For those planning a party at their home, a look at Kentucky law may prove to be helpful. In Kentucky, property owners can be held liable even if they do not know teenagers are drinking on their property. They could be charged with unlawful transaction with a minor in the third degree (KRS 530.070), which carries a penalty of class A misdemeanor: a \$500 fine and/or one year in jail.

Alcohol

Myth vs. Fact

MYTH Alcohol isn't as harmful as other drugs.

FACT Alcohol increases your risk for many deadly diseases, such as cancer. Drinking too much alcohol too quickly can lead to alcohol poisoning, which can kill you.

MYTH Drinking is a good way to loosen up at parties.

FACT Drinking is a dumb way to loosen up. It can make you act silly, say things you shouldn't say, and do things you wouldn't normally do like get into fights or have sex.

MYTH Drinking alcohol will make me cool.

FACT There's nothing cool about stumbling around, passing out or puking on yourself. Drinking alcohol also can cause bad breath and weight gain.

MYTH All of the other kids drink alcohol. I need to drink to fit in.

FACT If you really want to fit in, stay sober. Most young people don't drink alcohol. Research shows that more than 70 percent of youth aged 12 to 20 haven't had a drink in the past month.

MYTH I can sober up quickly by taking a cold shower or drinking coffee.

FACT On average, it takes 2 to 3 hours for a single drink to leave the body. Nothing can speed up the process, including drinking coffee, taking a cold shower, or "walking it off."

MYTH Adults drink, so kids should be able to drink too.

FACT A young person's brain and body are still growing. Drinking alcohol can cause learning problems or lead to adult alcoholism. People who begin drinking by age 15 are five times more likely to abuse or become dependent on alcohol than those who begin drinking after age 20.

MYTH Beer and wine are safer than liquor.

FACT Alcohol is alcohol...it can cause you problems no matter how you consume it. One 12-ounce bottle of beer or a 5-ounce glass of wine (about a half-cup) has as much alcohol as a 1.5 ounce shot of liquor. Alcopops- sweet drinks laced with malt liquor—often contain more alcohol than beer.

MYTH I can drink alcohol and not have any problems.

FACT If you're under 21, drinking alcohol is a big problem; it's illegal. If caught, you may have to pay a fine, perform community service, or take alcohol awareness classes. Kids who drink also are more likely to get poor grades in school, and are at higher risk for being a crime victim.

Information from Substance Abuse and Mental Health Services Administration, National Survey on Drug Use and Health.



Meetings That Matter: Do We Meet Just to "Meet"?

By Sherri Estes, Adanta Regional Prevention Center



How many of you have had these statements flash in your head while sitting in a meeting, "Why am I here? What is the purpose? I don't feel like a part of this? This is a waste of everyone's time and money". I have to say I have and although I don't say these things out loud, the look on everyone else's face is loud enough.

First of all why do we have meetings? Most would say to exchange information, which is a good thing in a meeting but this is just a small piece of the communication that should take place. In successful meetings information should be both in the form of giving and receiving. There should be an engagement of conversation with others. With this comes interaction, problem solving, decision-making and goal setting. New data, new information, should always be shared. This equips your coalition to make informed decisions. Any changes to the current action plan should be discussed at meetings. This provides buy-in for the coalition members.

Some key things to remember before planning any meeting include: prepare for productivity, provide an agenda, send out notification of the meeting with minutes of last meeting, and make meeting arrangements. One of the most important of these is the Agenda. Agenda items should set the road map for "what are we doing here" and "are we doing it." It also provides action items for "what we need to do next". At the end of any meeting there should be closure and evaluation to include recalling any subcommittee work that has been identified. Thus the call for yet another meeting!

Lastly the Chairperson should always clarify status on the agenda throughout the meeting. In doing this they should also steer conversations back to the agenda when necessary, help balance participation, clarify closure, reconcile agreements and disagreements, identify decisions and clarify implementation of those decisions. All of this and for what pay you ask. Keep in mind this quote: "It's easy to make a buck. It's a lot tougher to make a difference." ~Tom Brokaw

As a Champions Coalition we are required to have a set number of meetings per year. I encourage each of you to make the most of those meetings for it is the most effective way to organize your community around the goal of making it safe, healthy and drug-free for all.

Cities, Counties and Universities Turn to Social Host Laws to Prevent Underage Drinking Reprint from CADCA Coalitions Online

Community coalitions, municipalities and colleges are adding social host ordinances to their list of tactics to prevent underage drinking. The ordinances, which focus on the locations where underage drinking takes place, hold property owners responsible for making sure those under 21 don't consume alcohol in their home, apartment, or any venue they own.

MADD (Mothers Against Drunk Drivers) has developed a [Social Host Website](#) that provides information and examples to assist those who are interested in pursuing the enactment of such ordinances. CADCA's [Policy Change Toolbox](#) can also help coalitions implement environmental strategies, such as social host ordinances, in their community. The Toolbox provides a directory of unique and specific local ordinances, policies, and regulations that community anti-drug coalitions have worked to enact, and a description of the steps taken by coalitions to make these changes occur.

"We need council members, mayors, parents and others who are interested in protecting our kids to take a stand, and help get these ordinances on the books" says MADD CEO Chuck Hurley. "We know they have an impact." Mayor Dan O'Neil, Edmond, Oklahoma, thinks the Edmond Social Host ordinance, passed in 2006, has been a good deterrent for those considering allowing underage drinking to take place.

"In Edmond, we have found that individuals will think twice about permitting underage drinking on their premises," O'Neil said. "Public education is a big part of the reason to publicize the ordinance. It helps to counter the 'as long as they drink at home' mentality that reinforces that drinking is okay for young people. It isn't okay—it is illegal. This law and the \$500 fine and keeping this within the municipal courts all combined to make this a very effective ordinance."

Jarrold's adult co-workers supplied him with alcohol at a home, then, as they admitted, "propped him up in his car so he could find the steering wheel," and sent him back to campus.

The ordinances' focus on the venues in which underage drinking takes place adds another dimension of responsibility, working in conjunction with laws that punish the adult who furnishes alcohol. The MADD Social Host Website helps organizations advocate change for these ordinances, and includes both sample ordinances and facts to convince decision makers that a Social Host Law is needed.

In some communities, social host ordinances can be life saving. For example, in 2005, Kim Knox sent her 18-year-old son, Jarrod, off to college in New Mexico. She knew he would be making choices on his own, with no parental guidance close at hand, but she didn't know that adults that he befriended at his part-time job—some as old as 45—would cause her son's death.

Jarrold's adult co-workers supplied him with alcohol at a home, then, as they admitted, "propped him up in his car so he could find the steering wheel," and sent him back to campus. Jarrod was killed when his car hit a culvert and flipped end-over-end. His BAC was .238. the consequence—Jarrod's boss, a 26 year-year-old woman, was fined and placed on probation for purchasing the liquor. The host and resident of the house where the group was drinking did not even receive a fine. New Mexico did not have a social host law at the time.

"I want to make people stand in my shoes, and understand how it feels to lose your only child because an adult was reckless and negligent." Knox said. "It is about making parents and other adults see that underage drinking is not a rite of passage, and they are irresponsible to allow it to take place." *continued, next page...*

HIGHLIGHTS FROM CHAMPIONS FOR A DRUG-FREE KENTUCKY COALITIONS

Cities, Counties and Universities, continued

Teen parties are a primary avenue for underage drinking for high school and college students—and of high consumption of alcohol and binge drinking. The most common setting for drinking among high school seniors is someone else's home. High consumption (five or more drinks) is also associated with drinking in larger groups.

Fortunately, research shows that interventions that modify the environments in which adolescents find themselves have an impact on alcohol consumption levels. "We believe that policies that increase the liability of adults who provide an opportunity for teens under 21 to consume alcohol will help reduce underage drinking," says MADD CEO Chuck Hurley.

Social Host ordinances are enacted so parents, landlords, tenants, hotel/motel operators, campground owners, and young persons themselves share a responsibility to ensure that underage drinkers are not allowed to use private residences or other private property to possess or consume alcoholic beverages.

For more information on becoming an advocate for social host laws in your community visit

www.madd.org/socialhost or contact your local Champions Coalition.

The most common setting for drinking among high school seniors is someone else's home.

SADD Chapters Formed in Three Barren County High Schools **By Scot Smith, Barren County Safe Communities**

As part of a comprehensive traffic safety initiative in the spring of 2008 in Barren County, three SADD (Students Against Destructive Decisions) chapters were formed in the area's high schools. Barren County high School, Glasgow High School and Caverna high School were each assisted with becoming members of the national SADD organization through forming their own individual chapters. Students Against Destructive Decisions describes itself as a peer-to-peer organization in which students are empowered to decide what social issues are most pressing in their schools and then to develop their own plans for promoting good and healthy decision making among their peers, with the background guidance of a chapter advisor.

The Lifeskills Regional Prevention Center in Bowling Green has been instrumental in helping our SADD chapters "get off the ground," says Scot Smith, R.N., B.A., Project Director for Barren County Safe Communities (Champions) Coalition. "The start-up funding the RPC was able to provide really gave them a boost," says Smith. "It seemed to create a lot of enthusiasm among the kids when they realized that they had a lot of support from the community."

In addition to conducting seat-belt reminder campaigns this spring at the request of the Coalition, the SADD chapter members have already carried out a major anti-tobacco initiative targeted at their peers. "We look forward to the growth of each of these SADD chapters as they build on their enthusiasm and continue to encourage their peers about the consequences of decisions," says Smith.

SADD's mission is "To provide students with the best prevention and intervention tools possible to deal with the issues of underage drinking, other drug use, impaired driving and other destructive decisions." To learn more about SADD go to:

<http://www.sadd.org/>

**Kentucky Underage Drinking Laws
From Alcohol Policy Information Systems**

A project of the National Institute on Alcohol Abuse and Alcoholism

The following links provide policies relating to underage drinking for Kentucky. To jump directly to the summary description of a particular policy topic, click on the appropriate link from the list below.

Additional detailed information about each of the policy topics summarized below is available by clicking the title at the top of the summary of the links that appear on the right-hand side.

- [Underage Possession of Alcohol](#)
- [Underage Consumption of Alcohol](#)
- [Underage Purchase of Alcohol](#)
- [Furnishing of Alcohol to Minors](#)
- [Minimum Ages for On-Premises Servers and Bartenders](#)
- [Minimum Ages for Off-Premises Sellers](#)
- [False Identification for Obtaining Alcohol](#)
- [Blood Alcohol Concentration Limits for Drivers Under 21](#)
- [Keg Registration](#)
- [Loss of Driving Privileges for Alcohol Violations by Minors \(“Use/Lose”\)](#)
- [Hosting Underage Drinking Parties: Criminal Liability](#)



HIGHLIGHTS FROM CHAMPIONS FOR A DRUG-FREE KENTUCKY COALITIONS

Champions Chatter is a publication of Champions for a Drug-Free Kentucky and the Grants Management Branch, Justice and Public Safety Cabinet. The purpose of *Champions Chatter* is to disseminate and share information regarding the work of our many volunteers and Regional Prevention Center staff in Kentucky communities.

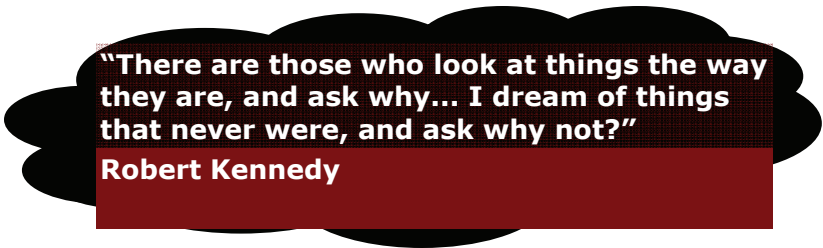
The mission of Champions is "to promote the prevention of the abuse of alcohol, tobacco and other drugs; and promote the reduction of violence in Kentucky schools and communities."

Sandra Harston is the statewide coordinator for Champions for a Drug-Free Kentucky. To submit articles for *Champions Chatter* or for more information regarding Champions contact her at:

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"There are those who look at things the way they are, and ask why... I dream of things that never were, and ask why not?"

Robert Kennedy